

Rep Order# 9790978 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/14/2012 8:28 AM
Last Received: 08/13/2012 5:47 PM
Showing Buylines: All Lines

Station WWSB-TV SARASOTA, FL
Advertiser () POLITICAL ISSUE GROU
Product 60+ ASSOCIATION
Estimate# 1905
Buyer ELISE CLOYD
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //1905
Flight Dates 08/22/2012 - 08/28/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILIPPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ISSUE ORDER PLS CF ASAP-THX

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	6A-7A	NEWS	:30	\$250.00	08/22-08/24	2	1	2	\$500.00	
	2	W-F	6P-630P	NEWS	:30	\$750.00	08/22-08/24	2	1	2	\$1,500.00	
	3	M-TU	6P-630P	NEWS	:30	\$750.00	08/27-08/28	1	1	1	\$750.00	
	4	M-TU	6A-7A	NEWS	:30	\$250.00	08/27-08/28	1	1	1	\$250.00	

---REPORT TOTALS---

Report Totals: 6 / \$3,000.00

---SALES MONTHLY TOTALS---

Aug 12: 4 / \$2,000.00 Sep 12: 2 / \$1,000.00
Sales Totals: 6 / \$3,000.00
Station Totals: 6 / \$3,000.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$37,500
CABL 0% UNKN 0% WBSV 0% WFLA 30% WFTS 25%
WTOG 0% WTSP 28% WTTA 0% WTVT 9% WWSB 8%

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2 of 2

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Books null
Demos RA50+

CONTRACT

WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

And:

MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE
SUITE 306
TOWSON, MD 21286

<u>Contract / Revision</u> 31386 /		<u>Alt. Order #</u> 09790978
<u>Product</u> 1905/60+ ASSOCIATION		
<u>Contract Dates</u> 08/22/12 - 08/28/12		<u>Est. #</u> 1905
<u>Advertiser</u> 60 PLUS ASSOCIATION		<u>Original Date / Revision</u> 08/14/12 / 08/14/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WWSB	<u>Account Executive</u> BRAD PHILLIPS	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<u>IDB#</u> 8021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	08/22/12	08/24/12	ABC 7 Sunrise News @	6a-7a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--WTF--				2	\$250.00			
N 2	7	08/22/12	08/24/12	ABC 7 News at 6p	6-630p		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--WTF--				2	\$750.00			
N 3	7	08/27/12	08/28/12	ABC 7 News at 6p	6-630p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MT-----				1	\$750.00			
N 4	7	08/27/12	08/28/12	ABC 7 Sunrise News @	6a-7a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MT-----				1	\$250.00			
Totals											6	\$3,000.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	4	\$2,000.00	\$1,700.00
08/27/12 - 08/28/12	2	\$1,000.00	\$850.00
Totals	6	\$3,000.00	\$2,550.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.